



### Get the Word Out

*"I have become all things to all people so that I may save at least some." 1 Cor. 9:22 EHV*

Branches Band is privileged to bring God's Word in song to your church. While we hope that God will use this opportunity to enrich the faith of your members, we also pray it provides your church a means to reach out to those who do not know their Savior, Jesus. We encourage you to use as many ways as possible to inform your community about the concert. Feel free to use any and all of the following ideas:

**POSTERS:** Print posters to display at church, local community bulletin boards, or a church member's business (customizable posters, flyers, and promotional materials available at [branchesband.com](http://branchesband.com)).

**FLYERS:** Print bulletin inserts/flyers for use in the worship folder and leave a stack in the back of church for members to distribute to neighbors, friends, family, co-workers, and throughout the community.

**WEBSITE:** Advertise the concert on your church website using Branches Band promotional materials.

**SOCIAL MEDIA:** Promote on your church Facebook page, Twitter, Instagram, etc. Please 'tag' Branches Band so we can boost your promotional efforts! Create a Facebook event (consider making "Branches Band" an administrator so we can add more content and publicize through our own page as well).

**FOOD:** Add a meal or potluck beforehand or refreshments afterward to encourage attendance.

**SIGN:** Promote the concert on your outdoor signboard or consider having an event sign printed.

**PRESS RELEASE:** Submit press releases to local newspapers, radio and TV stations, Chamber of Commerce, etc. Many publications accept free community event notices.

**E-BLAST:** Remind members about the concert via e-newsletter, text alerts, and/or social media updates.

**SCHOOL:** Encourage your grade school, pre-school, and Sunday school members to attend. Play our music for them during class, have them learn a song to sing with Branches Band (contact us for more information), and send them home with a concert flyer.

**MUSIC:** Use our purchased or streamed music leading up to the event (available on: iTunes, Amazon, Spotify, CDBaby, and many digital platforms). Visit [youtube.com/branchesband](http://youtube.com/branchesband) for videos and playlists. Play our music before, after, or during worship services, Bible class, Sunday school, and church events.

**ASSISTED-LIVING OUTREACH:** Invite a nursing home or assisted-living facility to transport residents.

**CANVASS:** Organize members to canvass. Print your own postcards/door hangers/mailers to promote upcoming church events (combine concert promotion with Christmas/Easter/Trunk-or-Treat/VBS invite).

**FELLOWSHIP:** Invite area WELS congregations and ask for their help in promoting the concert.

**BRAINSTORM:** Share this list with your members! Engage your evangelism committee, elders, church council, and lay members to brainstorm ways to promote the concert. Let us know if you come up with even more ideas that could help reach hearts with the Gospel!

These are just some of the ways to get the word out. Together, by God's grace, we will share His promises with as many as we can!

Contact us: [info@branchesband.com](mailto:info@branchesband.com) • (414) 377-3783

[branchesband.com](http://branchesband.com)